MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022 / 2023

DDM5014 – INTRODUCTION TO DIGITAL MARKETING AND ANALYTICS

(Diploma Students Only)

24 NOVEMBER 2022
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 5 pages with 2 sections only.
2. Attempt **ALL** questions in Sections A and B. The distribution of marks for each question is given.
3. Please shade your answers for Section A on the OMR form provided and write your answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions [20 Marks]

1. Consumers often comment, share and exchange information about a product or company through digital environments such as social media networks and blogs. This type of conversation is known as _____.
   A. community engagement
   B. eWOM
   C. ICYMI
   D. social service

2.

Internet services are easier to imitate than traditional services, making it easy for 'fast followers.'

   Which of the following Porter's 5 Forces describes the statement above?
   A. Bargaining power of buyers.
   B. Bargaining power of suppliers.
   C. Threats of new entrants.
   D. Threats of substitute products and services

3. What are the three core elements of smart products?
   A. Physical components, smart components, and connectivity.
   B. Hardware components, USB ports, and bandwidth.
   C. Design, user interface, and mobility.
   D. Smart sensing, artificial intelligence, and software components.

4. Companies like Dell and Apple sell many of their products directly to consumers, removing distributors that were formally linked to their customers. This situation is referred to as _____.
   A. channel structure
   B. earned media
   C. intermediary sites
   D. disintermediation

5. Consumer personas are _____.
   A. fictional profiles that represent a particular target audience
   B. application programming interfaces that facilitate digital interactions
   C. databases that gather and record all customer details
   D. interactions between different online systems

6. _____ refer to percentage of subscribers lapsing or unsubscribing.
   A. Unique visitors
   B. Attrition rates
   C. Churn rates
   D. Time slots

Continued ...

7. Which of the following variables of consumers' profile are less straightforward and more likely to change over the time?
   A. Education.
   B. Online shopping intentions.
   C. Income.
   D. Employment status.

8. Why digital marketeers should set key performance indicators (KPIs)?
   A. To show how digital marketing will contribute to the organisation.
   B. To give clear direction and commercial targets.
   C. To ensure that the business is on track to meet specific objectives.
   D. To gain as much revenue as possible.

9. A low-cost airline, Ryanair offers its customers discounts if they book Hertz car rental services through its website. This is an example of _____.
   A. downstream integration
   B. upstream integration
   C. diversification into unrelated businesses
   D. diversification into related businesses

10. McDonald's has a chain of stores that combine an online and physical presence. This is an example of _____.
   A. clicks and mortar
   B. clicks-only
   C. Internet pureplay
   D. bricks and mortar

11. What is 'social media amplification'?
   A. A variety of social networks that a company uses to advertise.
   B. A technique that allows consumer-to-consumer interactions.
   C. A method of increasing awareness of a brand through organic and paid sharing of social media updates via social networks.
   D. A tool to increase number of visitors to a company's social media page.

12. Which of the following refers to 'social knowledge' platform?
   A. Wikipedia.
   B. Snapchat.
   C. Air Asia live chat.
   D. Pinterest.

13. 'Maximising service quality' technique improves _____, while 'targeting the right segments' strategy helps with _____.
   A. customer selection; customer extension
   B. customer extension; customer selection
   C. customer retention; customer acquisition
   D. customer acquisition; customer retention

Continued ...

14. _____ refers to a record of each purchase operation including specific product purchased, quantities, category, location, date, time, and channel where purchased.
    A. Personal profile
    B. Transaction data
    C. Communication interaction data
    D. Credit management profile

15. Voice search and chatbots are examples of _____.
    A. machine learning
    B. applied propensity models
    C. programmed learning
    D. artificial intelligence applications

16. All of the following are the characteristics of digital media **EXCEPT** _____.
    A. interactive dialogues
    B. increase in communications
    C. from pull to push
    D. timing of campaign

17. Based on the communication model of Schramm (1955), which of the following is an example of noise in an Internet context?
    A. Slow download times.
    B. Sound of the fan near the computer.
    C. Plug-ins that the user cannot use.
    D. Too much information on screen.

18. Which of the following is **NOT** a disadvantage of search engine optimisation (SEO)?
    A. Highly targeted.
    B. Complexity.
    C. Lack of predictability.
    D. Ongoing investment.

19. Google Ads is an example of _____.
    A. email marketing
    B. viral marketing
    C. pay-per-click marketing
    D. personal marketing

20. Which of the following refers to Step 4 of managing online campaign?
    A. How do we specify our offer and key message?
    B. How to measure the success?
    C. How should we set the budget and invest in different forms of digital media?
    D. How can we target and reach our different audiences?

(Total: 20 marks)

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SECTION B: Structured Questions [80 Marks]

QUESTION 1

(a) Explain how a business can deliver benefits using the 5Ss benefits of digital marketing model. (10 marks)

(b) State and explain the **THREE (3)** key online media types. (6 marks)

(c) State and explain any **TWO (2)** types of site or mobile applications that can support online marketing. (4 marks)

(Total: 20 marks)

QUESTION 2

(a) Briefly describe the **SEVEN (7)** key factors that businesses should consider in responding to the changes in the technological forces. (7 marks)

(b) State and explain the **FOUR (4)** types of political forces that affect a business' digital marketing strategy. (8 marks)

(c) Digital marketers should be compliant with the law and adhere to ethical standards. List down the **FIVE (5)** common types of law under the legal forces. (5 marks)

(Total: 20 marks)

QUESTION 3

(a) Outline the **SIX (6)** questions that online retailers should ask when reviewing pricing online. (6 marks)

(b) State and explain the online implementation of any **FIVE (5)** communication tools that businesses can use to promote their products or services. (10 marks)

(c) Based on the 7Ps of digital marketing mix, provide any **FOUR (4)** elements included in the 'People' variable. (4 marks)

(Total: 20 marks)

Continued ...

QUESTION 4

(a) State and explain **FIVE (5)** common approaches online retailers can use to maximise the sales potential for each store visit. (10 marks)

(b) List down any **FIVE (5)** typical profiles of team members who should be involved in the development of a website. (5 marks)

(c) Provide any **FIVE (5)** online elements of service quality for an e-commerce site that must be met for excellent customer service. (5 marks)

(Total: 20 marks)

End of Paper